

# Claims

- [c1] A method of anticipating the trustworthiness of an Internet site having content comprising dynamically analyzing the content to assess an amount of criteria the content complies with thereby creating an analytical result and communicating to an Internet user the analytical result.
- [c2] The method as claimed in claim 1 wherein the analytical result includes a numerical representation of the trustworthiness of the Internet site.
- [c3] The method as claimed in claim 1 wherein the analytical result includes a scaled gauge representation of the trustworthiness of the Internet site.
- [c4] The method as claimed in claim 2 wherein the criteria respectively includes numerical points wherein each criterion awards a number of points to the Internet site if the Internet site complies with the criterion.
- [c5] The method as claimed in claim 4 wherein the numerical points each criterion can award is based upon the influence that the respective criteria has on the anticipated trustworthiness of the Internet site.

- [c6] The method as claimed in claim 4 wherein the criteria includes determining if an electronic mail address is present in the content.
- [c7] The method as claimed in claim 4 wherein the criteria includes determining if a postal address is present in the content.
- [c8] The method as claimed in claim 4 wherein the criteria includes determining if a telephone number is present in the content.
- [c9] The method as claimed in claim 4 wherein the criteria includes determining if privacy statement is present in the content.
- [c10] The method as claimed in claim 4 wherein the criteria includes determining if the Internet site supports secure Internet transactions.
- [c11] The method as claimed in claim 4 wherein the criteria includes determining if the Internet site has a verified authentication certificate.
- [c12] The method as claimed in claim 4 wherein the criteria includes determining a popularity ranking of the Internet site.
- [c13] The method as claimed in claim 4 wherein the criteria in-

cludes determining if the Internet site is validated by an independent third party validating service.

[c14] The method as claimed in claim 1 wherein the analytical result is communicated to the Internet user independently of the Internet site.

[c15] The method as claimed in claim 14 wherein the analytical result is displayed within a tool bar incorporated into an Internet browser.

[c16] A method of displaying the anticipated trustworthiness of an Internet site having content displayed in an Internet browser to an Internet user comprising:  
providing an Internet browser add-on capable of communicating to the Internet user an analytical result representing the anticipated trustworthiness of the Internet site displayed in the Internet browser;  
dynamically analyzing the content to assess the trustworthiness of the Internet site thereby defining the analytical result; and  
communicating to the Internet user the analytical result.

[c17] The method as claimed in claim 16 wherein the analytical result includes a numerical representation of the anticipated trustworthiness of the Internet site.

- [c18] The method as claimed in claim 16 wherein the step of dynamically analyzing the content to assess the trustworthiness of the Internet site thereby defining the analytical result includes determining an amount of criteria the content meets.
- [c19] The method as claimed in claim 18 wherein the step of determining an amount of criteria the content meets includes a numerical point based system wherein each criterion awards a certain number of points to the amount if the Internet site complies with the criterion.
- [c20] The method as claimed in claim 18 wherein the analytical result includes a scaled gauge representation of the trustworthiness of the Internet site.
- [c21] The method as claimed in claim 18 wherein the criteria includes determining if an electronic mail address is present in the content.
- [c22] The method as claimed in claim 18 wherein the criteria includes determining if a postal address is present in the content.
- [c23] The method as claimed in claim 18 wherein the criteria includes determining if a telephone number is present in the content.

- [c24] The method as claimed in claim 18 wherein the criteria includes determining if privacy statement is present in the content.
- [c25] The method as claimed in claim 18 wherein the criteria includes determining if the Internet site supports secure Internet transactions.
- [c26] The method as claimed in claim 18 wherein the criteria includes determining if the Internet site has a verified authentication certificate.
- [c27] The method as claimed in claim 18 wherein the criteria includes determining a traffic ranking of the Internet site.
- [c28] The method as claimed in claim 18 wherein the criteria includes determining if the Internet site is validated by an independent third party validating service.
- [c29] A system for anticipating the trustworthiness of an Internet site having content displayed in an Internet browser comprising:  
an Internet browser add-on capable of communicating to an Internet user an anticipated trustworthiness of the Internet site in a form of an analytical result;  
and

a means for dynamically analyzing the content to determine the anticipated trustworthiness of the Internet site to create the analytical result.

- [c30] A method of anticipating the trustworthiness of an Internet site having content comprising dynamically analyzing the content to assess an amount of criteria the content complies with thereby creating an analytical result.
- [c31] The method as claimed in claim 30 further comprising communicating to an Internet user the analytical result.
- [c32] The method as claimed in claim 31 wherein the analytical result includes a numerical representation of the trustworthiness of the Internet site.
- [c33] The method as claimed in claim 31 wherein the analytical result includes a scaled gauge representation of the trustworthiness of the Internet site.
- [c34] The method as claimed in claim 31 wherein the criteria includes a numerical point system wherein each criterion awards a certain number of points to the Internet site if the Internet site complies with the criterion.
- [c35] The method as claimed in claim 34 wherein the criteria includes determining if an electronic mail address is present in the content.

- [c36] The method as claimed in claim 34 wherein the criteria includes determining if a postal address is present in the content.
- [c37] The method as claimed in claim 34 wherein the criteria includes determining if a telephone number is present in the content.
- [c38] The method as claimed in claim 34 wherein the criteria includes determining if privacy statement is present in the content.
- [c39] The method as claimed in claim 34 wherein the criteria includes determining if the Internet site supports secure Internet transactions.
- [c40] The method as claimed in claim 34 wherein the criteria includes determining if the Internet site has a verified authentication certificate.
- [c41] The method as claimed in claim 34 wherein the criteria includes determining a traffic ranking of the Internet site.
- [c42] The method as claimed in claim 34 wherein the criteria includes determining if the Internet site is validated by an independent third party validating service.

- [c43] The method as claimed in claim 34 wherein the analytical result includes a numerical representation of the trustworthiness of the Internet site.
- [c44] The method as claimed in claim 31 wherein the analytical result is communicated to the Internet user independently of the Internet site displayed.
- [c45] The method as claimed in claim 44 wherein the analytical result is displayed within a tool bar incorporated into an Internet browser.